8858745 Status New Traffic Order#

08/31/2012 10:37 AM Printed:

Last Received: 08/30/2012 11:35 AM

Showing Buylines: All Lines

KLAS-TV LAS VEGAS Station

) BERKLEY, SHELLY Advertiser (Product BERKLEY/SENATE/D

Estimate#

Rep Order#

EC'd Yes

MICHAEL DETTORRE

Buyer Phone# Fax#

) SHORR JOHNSON MAGNUS Agency

1831 CHESTNUT ST PHILADELPHIA, PA 19103

Agency C/P1/P2/E

Flight Dates

09/04/2012 - 09/10/2012

Hiatus Weeks

Rep Firm

Sales Office (Salesperson (

) WASHINGTON) MIKE JONES

1 of

Salesperson Phone# 202-872-5880 Salesperson FAX# 202-872-0263

-- CONTRACT COMMENT ---

BERKLEY FOR SENATE *********NONDISCRIMINATION********* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER FOR BERKLEY. PLEASE CONFIRM. THANKS

STEFAN/MIKE

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-TH Buyli	500A-600A ne Comment:		:30	\$900.00	09/04-09/06	3	1	3	\$2,700.00	
	Ž	F Buyli	500A-600A ne Comment:		:30	\$145.00	09/07-09/07	2	1	2	\$290.00	
	3	M Buyli	500A-600A ne Comment:		:30	\$145.00	09/10-09/10	2	1	2	\$290.00	
	4	TU-TH Buyli	600A-700A ne Comment:		:30	\$1,100.00	09/04-09/06	1	1	1	\$1,100.00	
	5	F Buyli	600A-700A ne Comment:		:30	\$15.00	09/07-09/07	2	1	2	\$30.00	
	6	M Buyli	600A-700A ne Comment:		; 30	\$15.00	09/10-09/10	2	1	2	\$30.00	
	7	TU-TH Buyli:	700A-900A ne Comment:	: EARLY SHOW	:30	\$900.00	09/04-09/06	1	1	1	\$900.00	

Showing Buylines: All Lines) SHORR JOHNSON MAGNUS Rep Firm Station KLAS-TV LAS VEGAS Agency 1831 CHESTNUT ST Sales Office () WASHINGTON Advertiser () BERKLEY, SHELLY PHILADELPHIA, PA 19103 Salesperson () MIKE JONES BERKLEY/SENATE/D Product Agency C/P1/P2/E Estimate# Flight Dates 09/04/2012 - 09/10/2012 Salesperson Phone# 202-872-5880 Buyer MICHAEL DETTORRE Salesperson FAX# Hiatus Weeks 202-872-0263 Phone# Fax# Dates Spots/Week # of Total Total Cost Day Program Len Rate Daypart LT Ln Time Weeks Spots 8 F 700A-90CA :30 \$125.00 09/07-09/07 1 1 1 \$125.00 Buyline Comment: EARLY SHOW \$125.00 09/10-09/10 1 1 1 \$125.00 9 700A-90CA :30 Buyline Comment: EARLY SHOW 09/04-09/06 1 1 1 \$650.00 10 TU-TH 900A-:30 \$650.00 1000A Buyline Comment: REGIS 1 \$200.00 900A-:30 \$200.00 09/10-09/10 1 1 11 1000A Buyline Comment: REGIS 1000A-:30 \$1,200.00 09/04-09/06 1 1 1 \$1,200.00 12 TU-TH 1100A Buyline Comment: PRICE 13 М 1000A-:30 \$325.00 09/10-09/10 1 1 \$325.00 1100A Buyline Comment: PRICE \$1,800.00 09/04-09/06 1 1 1 \$1,800.00 14 TU-TH 1100A-:30 1200P Buyline Comment: Y & R 09/10-09/10 \$425.00 1100A-:30 \$425.00 15 1200P Buyline Comment: Y & R \$650.00 09/04-09/06 3 1 3 \$1,950.00 TU-TH :30 16 1200P-1230P

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Rep Order#

EC'd Yes

8858745

Buyline Comment: NEWS

Status New

Traffic Order#

Rep Order# EC'd Yes Traffic Order# 8858745 Ver# 1 Status New

26

27

TU-TH

400P-500P Buyline Comment: NEWS

400P-500P Buyline Comment: NEWS

Printed: 08/31/2012 10:37 AM Last Received: Showing Buylines: All Lines

08/30/2012 11:35 AM

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\$2,700.00

\$225.00

					Showing Duylines: All Lines									
Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#						CHESTNU ADELPHI	R JOHNSON MA JT ST A, PA 19103	AGNUS	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES					
B P	uyer hone# ax#	MICHAEL DETTORRE			Flight Dates Hiatus Weeks	09/04/2012 - 09/10/2012			Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263			
LT		Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
	17	M	1200P- 1230P			:30	\$200.00	09/10-09/10	1	1	1	\$200.00		
		Bu	yline Comment:	NEWS										
	18	TU-TH	1230P- 200P			:30	\$750.00	09/04-09/06	3	1	3	\$2,250.00		
		Bu	yline Comment:	SOAPS										
	19	М	1230P- 200P			:30	\$300.00	09/10-09/10	1	1	1	\$300.00		
		Bu	yline Comment:	SOAPS										
	20	TU-TH Bu	300P-40CP yline Comment:			:30	\$800.00	09/04-09/06	3	1	3	\$2,400.00		
	21	F	300P-400P			:30	\$275.00	09/07-09/07	1	1	1	\$275.00		
		Bu	yline Comment:											
	22		300P-400P yline Comment:			:30	\$275.00	09/10-09/10	1	1	1	\$275.00		
	23					:30	\$900.00	09/04-09/06	1	1	1	\$900.00		
	23		yline Comment:			.30	\$300.00	03704 03700	*	•	1	4300.00		
	24		630P-700P			:30	\$250.00	09/07-09/07	1	1	1	\$250.00		
		Bu	yline Comment:	INSIDE ED										
	25		630P-700P yline Comment:			:30	\$250.00	09/10-09/10	1	1	1	\$250.00		

:30

:30

\$900.00

\$225.00

09/04-09/06

09/07-09/07

1

1

Rep Order# EC'd Yes Traffic Order# Printed: Last Received: 08/31/2012 10:37 AM 8858745 Ver# 1 Status New 08/30/2012 11:35 AM

Showing Buylines: All Lines

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Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#			P	831 CHESTNU HILADELPHI		GNUS	Rep Firm Sales Office () WASHINGTON Salesperson () MIKE JONES						
Buyer Phone#		MICHAEL D	ETTORRE		Agency C/P1/P2/E Flight Dates 09/04/2012 - 09/10/2012 Hiatus Weeks			2	Salesperson Phone# Salesperson FAX#		202-872-5880 202-872-0263		
Fax# LT I	in	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
2	28	M Buyli	400P-500P ne Comment:			:30	\$225.00	09/10-09/10	1	1	1	\$225.00	
2	29	TU-TH Buyli	500P-630P ne Comment:			:30	\$1,250.00	09/04-09/06	1	1	1	\$1,250.00	
3	30	F Buyli	500P-630P ne Comment:			:30	\$275.00	09/07-09/07	2	1	2	\$550.00	
3	31	M Buyli	500P-630P ne Comment:			:30	\$275.00	09/10-09/10	2	1	2	\$550.00	
3	32	SU Buyli	500P-700P ne Comment:			:30	\$175.00	09/09-09/09	2	1	2	\$350.00	
3	33	TU-TH Buyli	700P-800P ne Comment:	ET/INSIDER		:30	\$1,000.00	09/04-09/06	1	1	1	\$1,000.00	
3	34	F Buyli	700P-800P ne Comment:	ET/INSIDER		:30	\$275.00	09/07-09/07	2	1	2	\$550.00	
3	35	M Buyli	700P-800P ne Comment:	ET/INSIDER		:30	\$275.00	09/10-09/10	2	1	Z	\$550.00	
3	36	SA Buyli	700P-800P ne Comment:	ET WEEKEND		:30	\$135.00	09/08-09/08	1	1	1	\$135.00	
3	37	TU-TH Buyli	1100P- 1135P ne Comment:	NEWS		: 30	\$1,700.00	09/04-09/06	1	1	1	\$1,700.00	
3	38	F	1100P- 1135P ne Comment:			:30	\$475.00	09/07-09/07	1	1	1	\$475.00	

Station KLAS-TV LAS VEGAS Advertiser () BERKLEY, SHELLY Product BERKLEY/SENATE/D Estimate#					1831 CH PHILAD C/P1/P2/E	IESTNU DELPHIA	A, PA 19103		Rep Firm Sales Office Salesperson					
Buy-	ne#	MICHAEL DETTORRE			Flight Da Hiatus V		09/04.	09/04/2012 - 09/10/2012			Salesperson Phone# Salesperson FAX#		5880 0263	
Fax#	‡ Ln	Day	Time	Program			Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
				No. 10, 20, 20, 20, 20, 20, 20, 20, 20, 20, 2										~ ~ ~ = ~ ~ ~
	39	М	1100P- 1135P				:30	\$475.00	09/10-09/10	1	1	1	\$475.00	
		Buyl	ine Comment	: NEWS										
	40	TU-TH	1237A- 137A				: 30	\$655.00	09/04-09/06	3	1	3	\$1,965.00	
		Buyl	ine Comment	: FERGUSON										
	41	F	1237A- 137A				:30	\$80.00	09/07-09/07	1	1	1	\$80.00	
		Buyl	ine Comment	: FERGUSON										
	42	М	1237A- 137A				:30	\$80.00	09/10-09/10	1	1	1	\$80.00	
		Buyl	ine Comment	: FERGUSON										
	43	TU-TH	1135P~ 1237A				:30	\$650.00	09/04-09/06	3	1	3	\$1,950.00	
		Buyl	ine Comment	: LETTERMAN										
	44	E,	1135P- 1237A				:30	\$175.00	09/07-09/07	1	1	1	\$175.00	
		Buyl	ine Comment	: LETTERMAN										
	45	М	1135P- 1237A				:30	\$175.00	09/10-09/10	1	1	1	\$175.00	
		Buyl	ine Comment	: LETTERMAN										
	46	SA	1135P- 1235A				:30	\$40.00	09/08-09/08	1	1	1	\$40.00	
		Buyl	ine Comment	: THE UNIT										

Rep Order# 8858745 Status New Traffic Order# Printed: 08/31/2012 10:37 AM 6 of Ver# EC'd Yes Last Received: 08/30/2012 11:35 AM Showing Buylines: All Lines) SHORR JOHNSON MAGNUS Rep Firm Station KLAS-TV LAS VEGAS Agency Sales Office () WASHINGTON Advertiser () BERKLEY, SHELLY 1831 CHESTNUT ST) MIKE JONES BERKLEY/SENATE/D PHILADELPHIA, PA 19103 Salesperson (Product Agency C/P1/P2/E Estimate# Salesperson Phone# 202-872-5880 Buver MICHAEL DETTORRE Flight Dates 09/04/2012 - 09/10/2012 Phone# Hiatus Weeks Salesperson FAX# 202-872-0263 Fax# Report Totals: 69 / \$34,440.00 --- SALES MONTHLY TOTALS---Sep 12: 69 / \$34,440.00 Sales Totals: 69 / \$34,440.00 Station Totals: 69 / \$34,440.00 Lines not sent/rcld/rtrn: 0 / \$0.00 -- COMPETITIVE--25% KTUD 0%

30%

0%

KLAS

KVMY

40%

5%

KTNV

UNKN

0%

KSNV

KVVU

Books

FEB11

Market Totals

\$114,800

CABL

KVCW

0%

0%

Demos RA35+